

# Your Basic advantage: Aging. We do it twice.



**New 6 mg Basic.**  
It's Double-Aged to give you  
more flavor and less tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich themselves until they're actually *too full-flavored for today's smoker.*



*Basic Smoker Testimonial*  
"I think I know I definitely want  
great taste and low tar.  
In fact, I'm almost sure of it."

Then—  
and only then  
—we take out  
tar. Take it  
all the way

down to 6 mg. But since Basic  
starts with so much flavor, there's  
still plenty of flavor left.

That's the Basic idea. Flavor.  
With only 6 mg tar.

## Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.

Also Available in 100's.

King: 6 mg "tar," 0.8 mg nicotine av.  
100's: 5 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.

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